

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Toni Kopra

Serial No.: 09/580,583

Filed: May 30, 2000

For: Location Aware Product Placement
And Advertising

Atty. Docket No.: 004770.00891

Group Art Unit: 3622

Examiner: Y. Retta

Confirmation No.: 8331

AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This paper is responsive to the Non-final Office Action mailed August 26, 2008. The Office Action set a three-month response period, making this paper due on or before **November 26, 2008**. If any fees are deemed owed with this submission or if overpayment has been made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733, accordingly. Reconsideration is respectfully requested in light of the following:

Amendments to the claims are found in the **Listing of Claims**, which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.